

R. J. REYNOLDS TOBACCO COMPANY FAX COVER SHEET

DATE

February 12, 1996

SEND TO:

NAME <i>Roger Janner</i>	COMPANY <i>RJR - Buffalo</i>
LOCATION	
TELEX/TELECOPY NUMBER	

FROM:

NAME <i>Sam Morris</i>	COMPANY <i>RJR - Philadelphia</i>	
LOCATION		
DEPARTMENT NAME	DEPARTMENT NUMBER	
TELEPHONE NUMBER	FAX NUMBER	NUMBER OF PAGES

MESSAGE

51862 0677



JIM MORRIS
Senior Chain Accounts Manager

4601 West Chester Pike
Newtown Square, PA 19073
215-353-8666
Fax 215-359-1576

February 9, 1996

TO: M. J. McHugh G. P. Mitchell D. J. James
G. Teeter R. VanSickle F. DeJong
K. L. Myers B. Pearson J. F. Klein
L. Wachter C. DiBenedetto J. Rago
K. Brandt J. M. Leonard M. Moss
J. Kavanagh
All Division Managers and Retail Managers with Acme (CID No. 0320-00-00) Responsibility

SUBJECT: *R. J. Reynolds/Acme Markets - Merchandising Program*

Ladies and Gentlemen:

Authorization has been received from Acme Markets Headquarters, Mr. Don Styer, Director of Merchandising and Mr. Tom Merrick, Cigarette Category Manager, for the 1996 Merchandising Program in Acme Markets.

- Acme Markets will be converting to Non-Self-Service merchandising program during February and March, 1996, i.e., packs and cartons.
- R. J. Reynolds is authorized to implement the conversion from self-service to non-self service utilizing the attached letters of authorization, i.e., this information has been E-Mailed to all Acme store managers.
- R. J. Reynolds is authorized as follows:
 - Top two (2) shelves on all carton fixtures.
 - RJR Point-of-Sale and pricing above cartons and packs.
 - R. J. Reynold top shelves on all pack fixtures, i.e., RJR share of space is equal to share of market. (As a general guideline, RJR share of market in all Acme stores is currently 31%. This reflects minimum space for RJR; where possible use specific store RJR Share of Market in setting fixtures.)
 - R. J. Reynolds Permanent Self-Service Counter Display.

"We work for smokers."

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Acme Markets/Merchandising Program--1996

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Merchandising changeover should be implemented utilizing RJR springload cartridges to attach to additional space within courtesy center. This may require adding on to current cigarette department within Courtesy Center.

If, for any reason, there is not sufficient space to properly merchandise both packs and cartons within the Courtesy Center, RJR is authorized to place our fixtures behind the Number 1 Check Out, i.e., current UPMs can be dismantled and utilized in these locations. If this is not practical, you are authorized to order in additional fixtures; however, this should be kept to a minimum.

The attached authorizations and plan-o-gram are for your use at store level. Please also note, Acme Markets has addressed the return goods situation and future instructions will be coming from their headquarters.

As always, I appreciate all of the assistance, cooperation and effort you have put into this chain.

Warm regards,



J. A. Morris

JAM:des

Attachments

cc: M. Young w/att.
J. Loflin w/att.
R. Farmer w/att.
P. Schmidt w/att.

NOTE: SIS CONTRACT REPORTING INFORMATION WILL BE FORWARDED AT A LATER DATE.

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